

Chairman Crowley called the meeting to order at 8:03 a.m. Present for today's meeting were Commissioner Falstad, Vice-chairman Bluemke and Secretary Richards. Commissioner Schoepke was not in attendance. Others present: Val Ramos, Airport Administration; Keith Markano, Airport Manager; Mike Kozlowski, Cricket Communications; Scott Littell, Cricket Communication; Andrew Groth, Control Tower; Steve Betzler, AOPA; Kurt Stanich, Airport Operations Assistant; Charles E Hall, Taxpayer; and Harry Becker, Atlantic Aviation;

Approve/modify meeting minutes of August 13, 2008 – A motion to approve the minutes of August 13, 2008 was made by Secretary Richards with a second by Vice-chairman Bluemke. The motion passed.

Public comment/correspondence – Mr. Markano said he received a letter from Central Region Flight Procedures regarding obstruction of trees that were a safety violation. Mr. Markano informed the Commission that some of these trees were removed and still working on others to be removed. He said he would reply to the letter regarding status of the tree removal.

Discussion and action on Height Limitation Zoning Ordinance at 2150 Davidson Road by Cricket Communications (Scott Littell) – Mr. Markano reviewed the County's height limitation zoning ordinance with the Commission. He said the proposed antenna by Cricket Communications would be mounted above the existing antenna (owned by Cingular Communications) at a height of 1061 AMSL. This height would penetrate the HLZO by 13 feet. The most important item for the Commission to keep in mind is the grant assurances the Commission signs each time the airport petitions for state and federal aid. Chairman Crowley asked if a representative from Cricket wanted to address this item to the Commission. Mr. Kozlowski said this would be a cell phone provider and that studies had been done for this antenna and provided to the Federal Aviation Administration and Department of Transportation. Secretary Richards asked Mr. Markano if the Commission has the authority to make a recommendation for this request. Mr. Markano said the Airport Commission provides a recommendation to the Waukesha County Board of Adjustments of their decision on a variance request. Chairman Crowley said he reviewed the protection of air space and the height limitation zoning ordinance prior to this meeting. He said the only reason to consider a variance would be for public health or safety reasons. Mr. Littell said 90% of this use is for 911 calls. Chairman Crowley read an e-mail that he and the Commissioners received prior to today's meeting from former Airport Commission Chairman Raymond Perry. In this e-mail he reminded the Commissioners that protecting the airspace, safety of the airport, tenants and users was the number one priority for the Commission. Secretary Richards said it was not in the Commission's power to permit or deny this. Vice-chairman Bluemke said he understood Cricket's request, but being a pilot himself he could not vote to allow this variance request to be approved. Mr. Littell asked the Commission why some users were allowed to use the tower and others could not. A motion to deny the variance request by Cricket Communications was made by Secretary Richards with a second by Commissioner Falstad. The motion passed. Request denied.

Cricket Communications requested a letter from the Commission stating their reasons for denial. Mr. Markano said they would receive a copy of the letter sent to the Board of Adjustments from the Airport Commission.

Public Relations and marketing report – Chairman Crowley reviewed the August meeting discussion for this agenda item. Commissioner Falstad gave an update to the Commission. On October 2, 2008 he met with Secretary Richards, Megan Sprager (County Executive representative), and airport staff Keith Markano and Kurt Stanich. Commissioner Falstad said the airport needs to come up with a good marketing plan and technique to reach the right audience. Mr. Markano called several airports similar to Waukesha to ask about their marketing plans. He said La Crosse offers commercial air carrier service and they get a half cent a gallon fuel flow fee to use for marketing. This marketing money is used to enhance airport infrastructure to attract airlines to use their facilities. In the mid 90's Janesville invested \$25,000 in a marketing strategy and did not receive a return on their investment to attract new or more users or new hangars. Commissioner Falstad said the Commission needs to look at what is feasible for the airport and target who/where to advertise, speaking engagements at County service clubs/organizations, offer airport tours, and to focus on potential users of the airport. Secretary Richards suggested holding an open house for community awareness of the airport. Mr. Stanich said he is in the process of updating the airport website to make it more user friendly and suggested designing a tenants only section for special information to give them more of a feeling of ownership in the airport. He said we could put a driver training program on line for based operators prior to giving them security access to airport grounds. Vice-chairman Bluemke suggested adding fuel price updates to the website. Mr. Stanich said a link could be added for Atlantic Aviation, the fixed base operator and the fuel prices could be listed there. Mr. Becker, Atlantic Aviation, said he would look into this and suggested the Commissioners

check out the Atlantic website. Commissioner Falstad said the Commission should look into involvement of Carroll University students in Waukesha to assist with the website and perhaps in creating a new logo for the airport. He said a public relations/marketing committee should be created and suggested the committee meet after the regularly scheduled commission meeting that same day. Mr. Becker, Atlantic Aviation, offered to go out and speak to community service clubs about the airport. Mr. Markano said Mr. Betzler, the airport's AOPA Airport Support Network volunteer, created a power point presentation several years ago for the airport to use in talks to civic and airport organizations that showed the benefits of general aviation available to the community. Mr. Betzler said he would be glad to update the presentation and show it to the Commission.

Chairman's report – Chairman Crowley said he attended the Flight for Life open house ceremony and commented it was an outstanding facility. He also attended the emergency safety drill that was held at the airport in September.

Airport Manager's report – Mr. Markano said the county wide emergency safety drill held at the airport went very well. Also assisting in the drill were mutual aid from various communities in the county. He said he met with the Bureau of Aeronautics few weeks ago and informed the Commission that distribution of AIP capital project money was pushed back to 2009. Mr. Stanich reviewed the traffic activity and fuel reports with the Commission.

Future Commission agenda items – Special meeting (WCTC Security Program)

A motion to adjourn was made by Secretary Richards with a second by Vice-chairman Bluemke. The motion passed.

Meeting adjourned at 9:23 a.m.

Next Commission Meeting: November 12, 2008.

Respectfully submitted

Michael A Crowley
Chairman
October 8, 2008